

Trio Communications Plan for SFHSS

Trio HMO Communications: Ensuring a smooth transition

Introduce Trio and address employee questions and concerns:

- Explain that Brown & Toland (B&T) Trio members will no longer have access to California Pacific Medical Center (CPMC).
- Highlight the services/quality of Dignity and UCSF hospitals.
- Share key benefits of Trio: affordability, same benefits as Access+ HMO and personalized support through Shield Concierge.

Provide targeted communications to key audiences:

- Members currently with Trio PCPs (those that will be auto-enrolled)
- Families that currently have a mix of Trio and non-Trio PCPs
- Members without Trio PCPs

Partner with ACO partners (B&T, Hill Physicians, and other Trio providers) to support OE events and communicate with members.

Provide SFHSS Benefits Staff with FAQs and training about the Trio HMO plan.

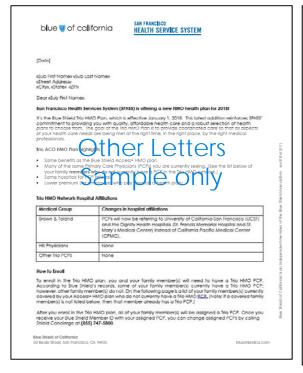
Audience	Objectives & Details
1. Targeted Member Letters (5)	
 a) Members who currently have Brown & Toland Trio PCPs (who will be autoenrolled) 	 Highlight the benefits of the Trio HMO plan. Inform members that they will be enrolled in the Trio plan and Brown & Toland will now be referring members to UCSF and Dignity Hospitals. Encourage members to stay with the Trio HMO plan.
b) Members who currently have Hill Physicians Trio PCPs (who will be auto-enrolled)	 Highlight the benefits of the Trio HMO plan. Inform members that they will be enrolled in the Trio HMO plan. Encourage members to stay with the Trio HMO plan.
c) Members who currently have "other"Trio PCPs (who will be auto-enrolled)	Same as Hill Physicians letter
d) Families with a mix of Trio & non-Trio PCPs	 Highlight the benefits of the Trio HMO plan. List family members who do not currently have a Trio PCP. Encourage the entire family to choose a Trio PCP and enroll in the Trio HMO plan.
e) HMO members who currently do not have Trio PCPs	Highlight the benefits of Trio to encourage members to enroll in the Trio HMO plan.

Audience	Objectives & Details	
2. Phone calls to Members who currently have Trio PCPs		
SFHSS Employees who currently have Trio PCPs	 Highlight the benefits of the Trio HMO plan. Inform members that they will be enrolled in the Trio HMO plan. Inform Brown & Toland members of the hospital affiliation changes. Encourage members to stay with the Trio HMO plan 	
3. Informational Meetings		
All SFHSS employees	 Provide SFHSS members with an overview of all their health plan options (Blue Shield, Kaiser, United, etc.) for 2018. Meetings will be held at the Hotel Whitcomb and SF Library. 	

Audience	Objectives & Details	
4. Facebook Ads		
SFHSS employees (self-identified on Facebook as employees of the City & County of San Francisco, SFUSD, City College or Superior Court.)	Create awareness of the Trio HMO plan.	
5. SFHSS/Blue Shield Microsite (blueshieldca.com/sfhss)		
All SFHSS employees	 Provide details on the Trio and Access+ HMO plan New responsive website can be assessable by phone, tablet or desktop/laptop computer 	

Examples of member letters

Co-branded letters & envelopes based on target audience.





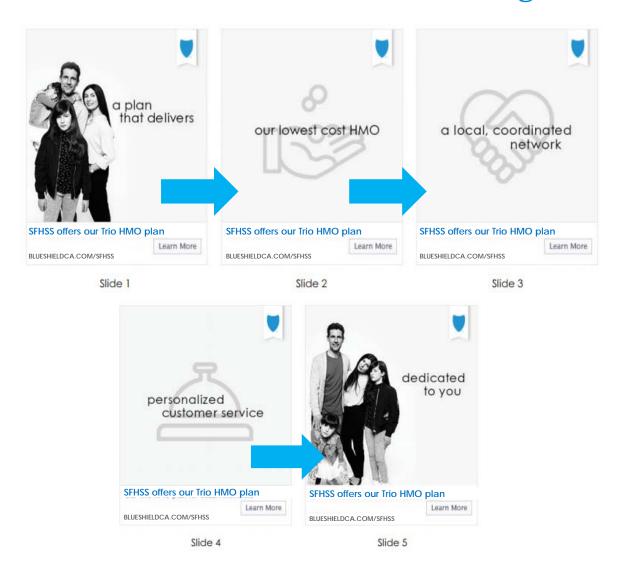








Example of Facebook Ad with click-throughs



Open Enrollment/Health Fair Event Support

In-person support of SFHSS OE Events by Blue Shield and key ACO partners (Brown & Toland, Dignity, UCSF, Hill Physician, etc.)

Trio HMO promotion at Blue Shield table



Supporting Brochures



Training for SFHSS staff

- Onsite & WebEx training
- FAOs & talking points
- Messaging for SFHSS newsletters, social media, and myhss.org (as requested)



Communication Timeline

* timing will be coordinated with SFHSS OE Mailing

Tactic	Timing
Training for SFHSS staff (Onsite & WebEx)	Starting mid-August
SFHSS Mailing - OE Kit & Invitation to Benefit Informational Meetings	September 25
Targeted Member Letters	September 25*
Phone calls to members who currently have Trio PCPs	Oct 2 - 20
Facebook Ads	Oct 2 - 20
Open Enrollment Event Support	October 2 - 31
Benefit Informational Meeting (Whitcomb Hotel)	October 10 (Tue) 5:30 – 7:30 p.m.
Benefit Informational Meeting (SF Library)	October 18 (Wed) 5:30 – 7:30 p.m.
Welcome communications	January 2018

blue 🗑 of california

An independent member of the Blue Shield Association